

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**JUNE 2, 2004 - 8:30 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
  2. Purchasing Report
  3. Merchandising Report
- A. SPIRITS:
- 1) Test Market Products:
    - a. Test Market Request (Ron Matusalem Classico Rum)
    - b. Test Market Request (Stolichnaya Persik & Strawberi)
    - c. Test Market Request (Smirnoff Watermelon Twist Vodka)
    - d. Test Market Request (Buchanan's 12-Yr. Deluxe Scotch)
    - e. Test Market Request (Chinaco Blanco Tequila)
    - f. Test Market Request (3 Arrow Schnapps)
    - g. Test Market Results (Codes #5603, #5604 & #5605)
    - h. Test Market Results (Codes #5222, #5252 & #3551)
  - 2) Line Extension Requests:
    - a. Johnnie Walker Gold, 200ML
    - b. Johnnie Walker Blue, 200ML
  - 3) Special Offers for July 2004 (3 items – United Beverages, Inc.)
  - 4) Appeals (5 codes)
  - 5) Captain Morgan in Store Appearances
- B. WINES:
- 1) Proposed Wine Sale for September 2004
  - 2) New Wine Product Listings:
    - a. Full Distribution (Code #38457)
    - b. Full Distribution (Code #37604)
  - 3) Special Offers for July 2004:
    - a. 1 item - Pine State Trading Co./E & J Gallo Winery
    - b. 3 items - Horizon Beverage Company
    - c. 161 items – Martignetti Companies of N.H.
    - d. 165 items – United Beverages, Inc.
  - 4) Special Offers for the Summer Sale 2004 (21 items)
  - 5) Cluster for Store 28 Seabrook

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- 6) Close Out Sales:
  - a. Close Out (4 items – Pine State Trading Co.
  - b. Close Out (36 items – United Beverages, Inc.)
  - c. Close Out Pricing (Code #31819)
  - d. Martignetti Close Outs (2 items)
- 7) Concannon Purchase
- 8) Recommended Wine Specialty Products (29 items)
- 9) Not Recommended – Wine Specialty (8 items)
- 10) Recommended Allocated Wines for Distribution to Selected Stores (17 items)
- 11) “R” Wines for Allocation to Licensees and Retail Distribution (5 items)
- 12) Primary Source Submissions (12 items – primary source; 13 items – exclusive agent; 31 items – imported)

**III. ENFORCEMENT & LICENSING REPORTS**

**IV. CHAIRMAN’S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford